

ANCHORAGE SIGNAGE & WAYFINDING PLAN

Turnagain Community Council Committee

INITIAL INPUT:

- Concept of using appropriate signage to better guide trail users of 5 main trail systems (Chester Creek, Ship Creek, Campbell Creek, Coastal Trail & Fish Creek) throughout the city has merit. *But before moving forward with this signage design & placement project proposal:*
 - MOA should go through public process and adopt trail/park/neighborhood signage standards, to ensure the character of the trails/neighborhoods are presented in a consistent, non-intrusive, non-distracting manner acceptable to the community as a whole.
 - Need more community discussion about what we want to accomplish with this specific proposal and come up with a more definitive list of what we want to have represented with icon design (see discussion below).
 - Concerned about too much clutter and relevance — do trail users care when they leave one neighborhood and enter another? Do they need a sign/icon to provide this information?

CONCEPTUAL TRAIL SIGN POST ON HANDOUT:

- How would post placement be determined? Trails must keep their natural environment character — concerned about a lot of wayfinding signage creating too much clutter along trails.
- Would like more detail about what information would be provided on each post and how you would determine where to locate them.
- Like the “You Are Here” map demarcation, as long as it is clean and easy to read.
- Include distances between each major access/egress along trails and between parks along the trails.
- Post design on handout looks too large and too cluttered.
- Would the posts be made out of wood? Thought Parks Dept. was phasing out use of wood for park signage due to deterioration. Consider different material?
- Concerned about vandalism.

USE OF PROPOSED ICONS:

- How many neighborhoods/community councils do the 5 main trails run through?
- How many parks are located along the 5 main trails?
- Confused about initial proposed icon designs and how/where they would be used. *Is the plan to have an icon for each neighborhood/community council AND each park that is located along the 5 main trails?* Again, concerned about too many signs and clutter impact along trails.
- Does this wayfinding plan propose to direct trail users to parks that are not directly located adjacent to the 5 main trails? If so, are you going to have icons for every park in the bowl? How far would you go with this concept?
- What happens when a trail crosses from one neighborhood to the next — would there be a sign with the new neighborhood icon installed along the trail to mark the boundary? Don’t support — would result in too much arbitrary signage and distraction.

MAIN TRAIL GRAPHIC DESIGN ON HANDOUT:

- Support the clean, consistent, color-coded designs with trail names incorporated in each one, as presented on handout, that would to be used on signage for the 5 main trails.

SPECIFIC PROPOSED ICON DESIGNS PRESENTED ON HANDOUT:

- Difficult to tell if name of neighborhood/park would be used as part of icon design (since they are very faint in handout) — definitely would want name (dark enough so you could actually read it) incorporated with graphic as part of the icon.
- TURNAGAIN NEIGHBORHOOD/COMMUNITY COUNCIL ICON:
 - Since there isn't an icon presented in the handout for Turnagain neighborhood/council — idea: use simplified silhouette of ship design on Turnagain sign located along WNL; this already identifies the Turnagain neighborhood in a clean, graphic way.
- EARTHQUAKE PARK ICON ON HANDOUT:
 - Close, but a little too vague — needs tweaking for easier interpretation.
- LYN ARY PARK ICON ON HANDOUT:
 - Graphic misses the boat — park has no relationship to strange-looking ship in icon presented in handout.
 - A much better representation of this park along our coast and with the Coastal Trail running through it is to graphically show a trail with water in the background.
- WESTCHESTER LAGOON ICON ON HANDOUT:
 - Good start, but needs some changes to better represent the beautiful mountain view:
 - Delete trees on top of mountains (they don't make sense and are way out of proportion).
 - Make mountains larger/more prominent and duck a little smaller, for better proportion.
- SPENARD ICON ON HANDOUT:
 - While not in Turnagain (obviously!), but next door to our neighborhood, we feel the windmill graphic would be better represented/understood if it included the iconic lattice stand.